

BURY COUNCIL
DEPARTMENT OF OPERATIONS

REF NO: 25/018

FROM: Head of Engineering

TO: Head of Development Management

Planning Application No: 71476

Location: Pavement adj 48 Bury New Road, Prestwich, Manchester,
M25 0JU

Development: Advertisement consent for 2 No. digital 75 inch LCD
display screens either side of 1 No. BT street hub unit

RECOMMENDATION

I recommend that this planning application be refused

Reasons

1. The proposal would result in an unnecessary and unacceptable obstruction of the existing adopted highway on the A56 (Bury New Road) and the creation of additional street clutter for an installation that primarily consists of an advertisement screen, without agreement for the placement of such equipment on the adopted highway with the Highway Authority, which would be detrimental to pedestrian safety, maintaining existing pedestrian desire lines on the adopted highway on Bury New Road and contrary to the active travel aspirations of the Council.
2. The proposal would reduce the available width of the existing adopted footway on the A56 (Bury New Road) to substandard levels, which would be detrimental to pedestrian safety and maintaining existing pedestrian desire lines on the adopted highway on Bury New Road.
3. The proposed installation would restrict visibility of the signals to the south of the site at the A56 Bury New Road/Kings Road/George Street junction and would pose a distraction to drivers approaching the signalised junction from the north, to the detriment of highway safety and maintaining the free flow of traffic on the adjacent classified road.
4. The application and submitted plans contain insufficient information to properly assess the impact the proposed LCD display screens will have on driver distraction for passing motorists on the A56 and on the approach to the adjacent signalised junction, to the detriment of highway safety.

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5. The proposal would restrict visibility to sub-standard levels to the right at the junction of Kings Road with Bury New Road in the event of an 'all red'/signal failure, which would be detrimental to highway safety and maintaining the free flow of traffic on the adjacent classified road.

Comments and Observations

It is brought to the attention of the applicant that the proposal affects existing adopted highway and that the necessary permit for the placement of such equipment on the adopted highway is highly likely to be refused by the Highway Authority.

Date: 17 February 2025

Signed: **A Southgate**
(pp) Head of Engineering

HIGHWAYS ASPECTS ONLY